

DAFTAR PUSTAKA

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355–374. <https://doi.org/10.1108/ribs-07-2020-0089>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Baumgartner, H., & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Marketing*, 13(2), 139–161. [https://doi.org/10.1016/0167-8116\(95\)00038-0](https://doi.org/10.1016/0167-8116(95)00038-0)
- Campbell, C., & Farrell, J. R. (2020, July). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Cangur, S., & Ercan, I. (2015). Comparison of Model Fit Indices Used in Structural Equation Modeling Under Multivariate Normality. *Journal of Modern Applied Statistical Methods*, 14(1), 152–167.
- Carr, C. T., & Hayes, R. A. (2015). Social Media: Defining, Developing, and Divining. *Atlantic Journal of Communication*, 23(1), 46–65. <https://doi.org/10.1080/15456870.2015.972282>
- Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications*, 26(8), 896–912. <https://doi.org/10.1080/13527266.2019.1604561>
- Chusnaini, A., Rasyid, R. A., & Candraningrat, C. (2021). THE EFFECT OF ENDORSER CREDIBILITY, TOWARD ADVERTISEMENT ATTITUDE, TOWARD BRAND ATTITUDE AND BRAND CREDIBILITY ON PURCHASE INTENTION OF SMARTFREN CARD PRODUCTS. *Jurnal Ilmu Ekonomi & Manajemen*, 08(02), 149–160. <http://jurnal.untagsby.ac.id/index.php/jmm17/article/view/5841>
- Data Reportal. (2022, May 12). *The Latest TikTok Statistics: Everything You Need to Know*. DataReportal – Global Digital Insights. Retrieved June 1, 2022, from <https://datareportal.com/essential-tiktok-stats>

- Deshbhag, R. R., & Mohan, B. C. (2020). Study on influential role of celebrity credibility on consumer risk perceptions. *Journal of Indian Business Research*, 12(1), 79–92. <https://doi.org/10.1108/JIBR-09-2019-0264>
- Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A Confirmatory Factor Analysis of the End-User Computing Satisfaction Instrument. *MIS Quarterly*, 18(4), 453. <https://doi.org/10.2307/249524>
- dos Santos, R. C., de Brito Silva, M. J., da Costa, M. F., & Batista, K. (2023). Go vegan! digital influence and social media use in the purchase intention of vegan products in the cosmetics industry. *Social Network Analysis and Mining*, 13(1), 49. <https://doi.org/10.1007/s13278-023-01034-7>
- Enberg, J. (2021, November 29). Micro-influencers present macro opportunities. Insider Intelligence. <https://www.emarketer.com/content/mirco-influencers-present-macro-opportunities?ecid=NL1009>
- Hadiono, K., & Candra Noor Santi, R. (2020). MENYONGSONG TRANSFORMASI DIGITAL. Proceeding SENDIU 2020, 81–84. https://www.researchgate.net/profile/Kristophorus_Hadiono/publication/353555507_Artikel_Transformasi_Digital/links/6102bb251e95fe241a98c073/Artikel-Transformasi-Digital.pdf
- Hasan, G., & Rohaizat, P. S. (2022). The Effect Of Korean Celebrities As Brand Ambassadors On Cosmetic Products Customer's Purchase Intention In Batam City. *Inovbiz: Jurnal Inovasi Bisnis*, 10(2), 211–222.
- Hmoud, H., Nofal, M., Yaseen, H., Al-Masaeed, S., & AlFawwa, B. M. (2022). The effects of social media attributes on customer purchase intention: The mediation role of brand attitude. *International Journal of Data and Network Science*, 6(4), 1543–1556. <https://doi.org/10.5267/j.ijdns.2022.4.022>
- Immanuel, D. M. and Alexandria B. H. S. 2021. The Impact of Using Influencer on Consumer Purchase Intention with Attitude towards Influencer and Brand Attitude as Mediator. *Jurnal Aplikasi Manajemen*, Volume 19, Number 4, Pages 766–781. Malang: Universitas Brawijaya. <http://dx.doi.org/10.21776/ub.jam.2021.019.04.06>.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2017). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(3), 531–558. <https://doi.org/10.1007/s10796-017-9810-y>
- Koay, K. Y., Cheung, M. L., Soh, P. C.-H., & Teoh, C. W. (2022). Social media influencer marketing: the moderating role of materialism. *European Business Review*, 34(2), 224–243. <https://doi.org/10.1108/EBR-02-2021-0032>

- Kotler, P., & Keller, K. L. (2016). *Marketing Management, Global Edition* (15th edition). Pearson Education Limited.
- Kotler, P. T., & Armstrong, G. (2017). *Principles of Marketing Plus MyLab Marketing with Pearson eText -- Access Card Package* (17th Edition) (17th ed.) [E-book]. Pearson.
- Kumar, R., Kaushal, S. K., & Kumar, K. (2022). Does source credibility matter in promoting sustainable consumption? Developing an integrated model. *Social Responsibility Journal*. <https://doi.org/10.1108/srj-07-2021-0257>
- Kumar, R., & Tripathi, V. (2022). Green Advertising: Examining the Role of Celebrity's Credibility Using SEM Approach. *Global Business Review*, 23(2), 440–459. <https://doi.org/10.1177/0972150919862660>
- Lou, C., & Yuan, S. (2019, January 2). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Liu, K. N., Hu, C., Lin, M. C., Tsai, T. I., & Xiao, Q. (2020, August). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. *International Journal of Hospitality Management*, 89, 102566. <https://doi.org/10.1016/j.ijhm.2020.102566>
- Massie, A. (2020). Kehadiran TikTok di Masa Pandemi (The Presence of TikTok in the Pandemic). *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3633854>
- Pick, M. (2021). Psychological ownership in social media influencer marketing. *European Business Review*, 33(1). <https://doi.org/10.1108/EBR-08-2019-0165>
- Putri, R., & Roostika, R. (2022). The role of celebrity endorser toward brand attitude and purchase intention: A study from Indonesia . *International Journal of Research in Business and Social Science* (2147- 4478), 10(8), 68–75.
- Regina, R., & Anindita, R. (2022). The Influence of Attractiveness, Credibility and Brand Attitudes towards Consumer Buying Intentions on Skincare Products. *Target: Jurnal Manajemen Bisnis*, 4(1), 11–20. <https://doi.org/10.30812/target.v4i1.1903>
- Ruiz-Gomez, A. (2019). Digital Fame and Fortune in the age of Social Media: A Classification of social media influencers. *aDResearch ESIC International Journal of Communication Research*, 19(19), 08–29. <https://doi.org/10.7263/adresic-019-01>

- Rungruangjit, W. (2022). What drives Taobao live streaming commerce? The role of parasocial relationships, congruence and source credibility in Chinese consumers' purchase intentions. *Heliyon*, 8(6), e09676. <https://doi.org/10.1016/j.heliyon.2022.e09676>
- Schiffman, L. G., & Kumar, S. R. (2019). *Consumer Behaviour* (12th ed.).
- Silalahi, A. T. (2021). Micro-Influencer Celebrity's Communication Strategy in Brand Promotion. *Humaniora*, 12(1), 21–28. <https://doi.org/10.21512/humaniora.v12i1.6786>
- Silalahi, S. A. F., Fachrurazi, F., & Muchaddam Fahham, A. (2021). The role of perceived religiosity in strengthening celebrity endorser's credibility dimensions. *Cogent Business & Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1956066>
- Solomon, M. R. (2019). *Consumer Behavior: Buying, Having, and Being, Global Edition* (13th ed.). Pearson UK.
- Tanjung, S., & Hudrasyah, H. (2016). THE IMPACT OF CELEBRITY AND NON-CELEBRITY ENDORSER CREDIBILITY IN THE ADVERTISEMENT ON ATTITUDE TOWARDS ADVERTISEMENT, ATTITUDE TOWARDS BRAND, AND PURCHASE INTENTION.
- TikTok. (n.d.). About | TikTok - Real Short Videos. Retrieved May 26, 2022, from <https://www.tiktok.com/about?lang=en>
- TikTok. (2021, September 27). *Thanks a billion!* Newsroom | TikTok. Retrieved June 1, 2022, from <https://newsroom.tiktok.com/en-us/1-billion-people-on-tiktok>
- The Latest TikTok Statistics: Everything You Need to Know. (2022, May 12). DataReportal – Global Digital Insights. Retrieved May 27, 2022, from https://datareportal.com/essential-tiktok-stats?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2022&utm_term=Indonesia&utm_content=Facebook_Stats_Link
- Torres, P., Augusto, M., & Matos, M. (2019, October 17). Antecedents and outcomes of digital influencer endorsement: An exploratory study. *Psychology & Marketing*, 36(12), 1267–1276. <https://doi.org/10.1002/mar.21274>
- Wang, S. W., Kao, G. H.-Y., & Ngamsiriudom, W. (2017). Consumers' attitude of endorser credibility, brand and intention with respect to celebrity endorsement of the airline sector. *Journal of Air Transport Management*, 60, 10–17. <https://doi.org/10.1016/j.jairtraman.2016.12.007>

- Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing Brand Credibility Via Celebrity Endorsement. *Journal of Advertising Research*, 58(1), 16–32. <https://doi.org/10.2501/JAR-2017-042>
- Wang, X. W., Cao, Y. M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *International Journal of Information Management*, 49, 475–488. <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>
- Wang, Z., & Kortana, T. (2021). Knowledge Mapping of E-Commerce Platform Operation and Data Mining Based on The Method of Bibliometric. *International Conference on Consumer Electronics*. <https://doi.org/10.1109/iccece51280.2021.9342050>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020, November). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>
- Wiedmann, K. P., & von Mettenheim, W. (2020, July 20). Attractiveness, trustworthiness and expertise – social influencers’ winning formula? *Journal of Product & Brand Management*, 30(5), 707–725. <https://doi.org/10.1108/jpbm-06-2019-2442>